C

April 11, 1997

FSC

Subject: **SALEM Tear Tape Product Program-Program Details (Addendum to FSC 71-A)**

Listed below are specifics and timetables for the June, July & August SALEM .30 Tear Tape Program (re: FSC 71-A 4/3/97) to be utilized in C-Gas outlets. As clarification, once this program is implemented in the retail account, no additional discounting on existing non tear-tape SALEM product should occur.

Example: SALEM product with special .30 tear tape has been received by retailer. During normal call coverage, Rep verifies invoices for special .30 product and issues payment. No further discounting on existing product should occur, even if the special .30 product has sold through. Retailer should hold display for the next shipment of .30 tear tape product he will receive.

Promotion Details: SALEM .30 pack tear tape product to be available for order on FF 85, Lt 85, FF 100 & Lt 100 styles in equal quantities of each style.

Display Size: 40

Display Information: A four-carton display is available for this program. It is important that all discounted product be displayed on this unit or another display platform you have available in retail outlets. Due to the SALEM graphics and discount amount on the riser card, your first priority should be to utilize the display which is listed below.

Display Item #: 530123- SALEM 40 Pack Display/Shipper (1/SKU)
If using this display retailers should be advised that display should be maintained for June, July & August promotions. ROU to coordinate shipment of displays (1/retailer) by "DSD", delivered by Retail Rep or shipped direct account directly to retailer. Displays are not allocated. (Same display to be used in 3rd Quarter SALEM DPC program.)

by

51847 3597

Source: https://www.industrydocuments.ucsf.edu/docs/hxxy0000

Promotion #: 701147

Drive Periods:

706-June	1st order date: 5/6/97
	1st Delivery to Direct Account: 5/27/97
707-July	1st order date: 5/12/97
	1st Delivery to Direct Account: 6/2/97
708-August	1st order date: 6/16/97
	1st Delivery to Direct Account: 7/7/97

IMPORTANT: Product should be pre-booked at retail. ROU to coordinate w/Account Mgrs. or Reps for direct account ordering. When ordering from Customer Services, must order by Promotion # and specific drive period as listed above. Product to be shipped in white cartons.

VAP Transfers: No automatic transfers. ROU must handle transfers via Function A17 for product if necessary.

Special Payment Code: (Poqetts/Laptops) SAL Snipe.30 C/G Rate: .30
Dates: 6/2/97-1/2/98

Use this specific code for payment to retailers for this promotion. Field sales personnel issuing payment must verify receipt of product via invoice prior to payment.

Qtrly. Display Pymt.: (Poqetts/Laptops) Sal Snipe Display Rate: $10
Dates: 6/2/97-1/2/97

Payment should be utilized to establish/maintain ongoing display presence for SALEM for the balance of 1997.

Product UPC Codes:

Style	Pack	Case
FF 85	0 12300 12039	24194
Lt 85	0 12300 12439	24196
FF 100	0 12300 12239	24195
Lt 100	0 12300 12539	24197

Allocations Available: 5/6/96 (For June, July & August Dive Periods)

Program Contact: Floyd Cook, ext. 3466
Your Area Manager of Operations

51847 3598

Source: https://www.industrydocuments.ucsf.edu/docs/hxxy0000